MAY MEETING INFORMATION

The meeting is scheduled for May 21st, 1987, with a starting time of 7:00 p.m.. The meeting will be held on the Chemeketa Community College campus, in Building 2, Room 112.

There will be a video tape from Apple Computer shown and a review of two spelling checkers which work with Appleworks. If you have a spelling checker program which you would like to demonstrate, please bring it to the meeting.

Of course, we will continue with the question and answer session; so also, bring your problems, programs and solutions to the meeting. We hope we can help one another.

PEELINGS from the BOARD MEETING

The Board of Director's meeting was held on April 23rd. We amended our advertising rates and membership fees for Corporate Sponsors. The advertising rates for the WAC Journal shall be as follows:

1/2" x 1 column	-	$ 2.00 / issue
1" x 1 column	-	$ 3.75 / issue
2" x 1 column	-	$ 5.00 / issue
1/4 Page	-	$ 8.50 / issue
1/2 Page	-	$13.00 / issue
Full Page	-	$20.00 / issue

Family members are entitled to one 1/2" x 1 column ad in each WAC Journal during the term of their membership, noncumulative.

THE MONTH OF APRIL IN APPLE'S HISTORY

1976-Steve Jobs and Steve Wozniak form the "Apple Computer Company" on April Fool's Day.

1977-The new Apple II personal computer is unveiled at the First West Coast Computer Faire.

1983-Mike Markkula announces John Sculley as Apple's new president and CEO.

1984-50,000 Macintoshes are sold in the first 100 days of production.

1985-The Apple IIc celebrates its first birthday with over 400,000 units sold. AppleTalk and the LaserWriter are announced.

Did You Know?
In April of '76 the first Apple, the Apple 1 was introduced at the Home Brew Computer Club.

FUTURE MEETING TOPICS

June 18th - Appleworks' Spreadsheet
July 16th - Free Copy Night

NEW APPLE II INSTANT PASCAL

This popular education language is now available in version 1.5 (replacing 1.0) and can be used with the Apple IIgs, Apple IIe, and Apple IIc. New enhancements include compatibility with non-Apple printers (such as Epson and Okidata), removal of copy protection (for easy backups and hard disk installation), and availability on double-sided 3.5-inch disks (as well as on the original 5.25-inch disks).

For a free Instant Pascal upgrade, see your Apple dealer or mail your original invoice or your version 1.0 startup disk before August 28, 1987 to: Instant Pascal Upgrade, 450 East Trimble Road, San Jose, CA 95131.

TRIVIA QUESTIONS

Question #1: In what three countries does Apple manufacture its CPUs?

Question #2: To finance production of their first big order, Steve Jobs sold his van. What did Steve Wozniak sell?

Question #3: True or false: Apple had to get permission from the Beatles to use the name "Apple."

Question #4: Can you name the four colors that were available in hi-res graphics the first Apple II?

Question #5: What city and sate is the famous Apple garage in?

Question #6: In what year in Apple's history did we manufacture our millionth computer?

ADVERTISING

MEETINGS
The Regular Membership Meeting is held on the third Thursday of the month, with a start time of 7:00 p.m.. The meeting is held on the Chemeketa Community College campus, in Building 2, Room 112. The general public is invited to attend.

WAC JOURNAL
The journal is published monthly. Authors should submit their copy via MODEM to the Salem Public Library BBS (Apple SIG), or mail a diskette with the article written in ASCII text file form, AppleWorks or AppleWriter files by the 7th of the month. Hard copy should be mailed by the last day of the month preceding the publishing month.

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Plans Announced to Create Independent Software Company
Cupertino, California. April 28, 1987.

Apple Computer, Inc. today announced plans to create an independent software company to develop, publish and market applications software for its Macintosh(TM) and Apple(R) II personal computer lines.

According to Apple, the new company will market applications software currently published by Apple, but under its own private label. In addition, it will publish important new software products developed by other third parties, while developing some applications itself.

Plans call for the new company to initially be formed as a wholly-owned subsidiary of Apple, becoming an independent company as soon as appropriate, probably within one year. Once the company is independent, Apple plans to retain a minority ownership position.

"We believe creation of this company will expand and strengthen the software industry created around Apple products in many ways," said John Sculley, Apple's chairman and chief executive officer.

"First, since Apple plans to de-emphasize its logo and label on its applications software, developers can participate in the software market for Apple products on a more equal footing."

"Second, the new company will increase the opportunities for third parties to bring important new software applications to the market. Right now, there are many small developers working on breakthrough software for Apple products, but they don't have the resources to market and distribute their products. The new software company will provide them with a significant opportunity to do so.

"And third, the new company will assure that a full and complete line of quality applications software is available for Apple products. By focusing primarily on Apple, the new company can easily target untapped or emerging new markets," Sculley said.

Apple has named William V. Campbell, formerly Apple's executive vice president of U.S. sales and marketing as president and chief operating officer of the new company. Campbell, who joined Apple in 1983, will begin developing the company's business plan and recruiting staff immediately.

While the company operates as a wholly-owned Apple subsidiary, Campbell will report to Albert A. Eisenstat, Apple's senior vice president. Eisenstat will serve as chairman and chief executive officer during the transition period, in addition to his normal responsibilities at Apple.

Charles M. Boesenberg, Apple's vice president for U.S. sales, will assume the role of acting group executive for U.S. sales and marketing. In that capacity, he will be responsible for U.S. sales, distribution, support and marketing and will report to Delbert Yocam, Apple's chief operating officer. Charles W. Berger will continue to serve as acting vice president of marketing, with the additional responsibility of marketing communications. He will report to Boesenberg. In their acting capacities, both will serve as members of Apple's executive staff.

TURNING DEALER 'NUISANCE' CALLS INTO A BENEFIT
by Richard & Lavona Rann (TAU)

At the user group meeting at the recent AppleWorld a user group President complained to a panel of comprised of dealers that one dealer in her area was not doing there job. This dealer made no attempt to support new owners of Apple computers. Instead they would give the user group's telephone number as a place to get help. The user group was constantly receiving calls of lost beginners asking for help.

We know how difficult repeated interruptions are. They take up important time, and divert attention from important concerns. At times, dealing with people, who feel "let down" by the dealer system can be annoying to say the least, but dwelling on that is to miss the opportunities that are being laid at the user group's feet.

If the number of "Help Calls" are more than one or two a week, then the user group has an opportunity to seize. Each cry for help is a potential member. Each time someone calls the user group has an opportunity to sell itself. True, the number of calls may pose problems to individuals and the organization alike, but that is the challenge of leadership. Mechanisms can be set up to help the fledgling user, AND benefit the user group and dealer at the same time.

One solution is to set up a beginners class one Saturday morning each month; perhaps, more often if the attendence numbers justify. A regularly scheduled class would draw others to the service, and of course, give a chance to sell the user group to a group of potential members. This formalization of the program would the user group a chance to enlist the aid of that problem dealer. He might provide space to hold the meetings. Certainly, he should be willing to hand out flyers detailing the program, and perhaps will do more when he sees that supporting such projects means more profit. It is likely also, to attract other dealers are to the program.

What is a necessity, is to get at least one member, other than the current officers, to run the program. It does mean a commitment of time, but it also gives an opportunity to the group membership to have an additional important office. Perhaps it might be possible to use that individual's telephone number for the help line. Another likely happening is that after a period of time those who were helped by the program would be willing to help others. Then the program would be mostly self sustaining.

If the program becomes truly large, it might generate 20 to 30 new members a month. At that point it might be possible to formalize the program by hiring a teacher for the meetings and expanding them to every Saturday. The program might even deserve its own telephone line. It's not impossible for a user group to generate 200 to 300 members per year from this type of program. This program alone would guarantee an expanding membership.

What is important is to explore every opportunity to give service to the user community. From this the group can gain new members as well as financial stability as they help cement the relationship between dealer and user group with he mortar of mutual benefit. In every problem there is a chance to benefit. The opportunities are there; it is the responsibility of the user group officers to recognize and seize them.

AppleWorld:
Looking Back and Looking Ahead

Apple Computer does things in a big way, and AppleWorld, held in Los Angeles on March 2 and 3, was no exception. Attended by nearly 3,000 representatives from various customer groups, the conference was Apple's version of the annual family reunion, bringing its "relatives" together for a few days of catching up, seeing what's new, and finding out where each other was headed. Not surprisingly, Apple's User Groups played an important role in the two-day event, as well as in the User Group "University" that followed it.

Members from almost 150 User Groups spanning a wide geographic, size, and product range came to AppleWorld to address three relationships: User Groups and Apple itself, User Groups and other User Groups, and User Groups and Apple dealers.

User Groups and Apple The relationship between User Groups and Apple was explored in a variety of contexts: the User Group Connection program and its ongoing direction, product and technology discussion panels, and addresses by Apple executives. Significantly, these discussions reinforced the two-way nature of User Group communications Apple learned as much from the conversations as the User Group participants. The audience provided input on corporate and product direction, constructive criticism of the User Group program itself, and future outlooks for the company as a whole.

User Groups and Other User Groups Nearly all groups agreed that a system is needed to facilitate the exchange of information between groups especially newsletters, public domain software, and technical insights. Most participants agreed that this exchange should be maintained by an independent entity existing primarily to facilitate User Group communications. Apple agreed to play a supporting role in helping such an entity reach out to the User Group community, and is currently in contact with several organizations who are interested in developing such a program.

User Groups and Apple Dealers
The Apple dealer community, represented by five dealer principals, addressed the subject of cooperation with User Groups. These dealers were selected by Apple based on their track record of successful User Group interaction. The exchange between the two groups was lively and productive, and highlighted mutually beneficial ways in which dealers and User Groups can work together.

The participating dealers told the User Groups some interesting things: that they closely followed the inside tips within some User Group newsletters, that they saw advantages in providing new users with first-year User Group memberships, and that they realized the value of User Group support during all stages of a customer's interest in a personal computer. Some expressed willingness to provide User Group members with preferred arrangements on certain purchases, and across the board, all agreed that User Groups and dealers have much to gain from each other. (In next month's WAC Journal, look for more information on the dealer-User Group-customer "triangle.")

User Group University In addition to the planned AppleWorld itinerary, many User Group representatives stayed in Los Angeles for a third day to participate in the User Group University a one-day exploration of member services and opportunities available from Apple. Among the areas reviewed were:

%   Newsletter layout. John McWade, Desktop Publisher par excellence, gave and tips for successful newsletter design, and even gave a User Group newsletter or two a facelift.

% Volunteerism. Jonathan Rotenberg, President of the 23,000-strong Boston Computer Society, shared his experience in motivating a 500-person corps of volunteers.
% Apple corporate grants. Apple explained how and why it gives equipment needy nonprofit organizations.
% Apple customer relations. Apple's phone support system and what it mean Apple owners was discussed.
% Apple government sales. This discussion centered on Apple's new entry in the government market and how User Group members can get involved.
% AppleLink. Apple explained how User Group leaders can take advantage of Apple's in-house communications network.
% User Groups and taxes. How User Group leaders can apply and qualify for group's tax-exempt status was explored.

Both AppleWorld and the User Group University received exemplary ratings from all participants, and were viewed as extremely successful by Apple. The positive results of the three-day meeting are now rippling out to members everywhere through User Group newsletters and publications by the press who joined us for these events.

If you were not able to personally participate in AppleWorld or the University, you can still benefit from these sessions. Most of the programs were videotaped, and copies of these tapes are currently in production. They will be made available to User Group officers on a cost basis by the end of April. And to those of you who did attend, Apple extends a warm "Thanks for Coming!"   .

Apple System Software:
More Accessible Than Ever

Does your User Group distribute Apple system software, either on disk or electronically? Is Apple system software included on your group's public domain disks? If so, the following paragraphs will be of interest to you.

Apple's system software is a key part of our company's "intellectual property" the proprietary software that contributes to the unique qualities of the Apple II and Macintosh families. You probably know Apple's system software best by its specific names: ProDOS and DOS for Apple II computers, and the System and Finder on Macintosh systems.

Because Apple system software is part of what makes our computers unique, Apple has to be sure that we can stake our claim on it if the system software is imitated or misused. For that reason, as many User Group members know, the software cannot legally be distributed without authorization, usually in the form of a license agreement.

Traditionally, Apple system software was distributed in two ways: by software developers (on the disks that contained their own applications software, or programs) and by Apple dealers. Both of these entities license the right to distribute this software from Apple.

Recently, Apple has extended the distribution of system software by posting updates to certain electronic networks, but only in compliance with electronic distribution licenses. The addition of electronic distribution was Apple's response to interest from Apple owners who use electronic networks as a source of ongoing product information and support.

But in the past year, another party indicated an interest in distributing system software: User Groups. Apple agreed with the User Group community that a larger number of end users could be reached with system updates if User Groups could distribute system software. So we began to develop a license agreement that allowed interested User Groups to extend this service to their members.

Thus, the User Group System Software License Agreement was sent to all Apple User Groups last month. The agreement allows User Groups to license system software from Apple at an annual rate of $75.00 per product family (Apple II or Macintosh) per year though lower rates have been approved for some of our smaller User Groups. This processing fee helps defray Apple's cost in providing the license, disk labels, and originals of software updates to the User Groups, and is designed to add the minimum possible financial burden to the groups who participate.

It's important to us at the User Group Connection that each User Group member understand the evolution of this license and the rationale behind it. The agreement is designed to extend a service to the User Group community and to extend that service at the most equitable price possible.

Although the agreement has been sent to the Apple User Group community, it is by no means cast in cement. Input from User Groups has already been incorporated into an addendum to the agreement, adding increased benefits to users of DOS 3.3. We ask your participation in providing us with the feedback we need to make the agreement work for your group. Let your officers know if you have any questions, or contact the User Group Connection.

Trivia Teasers

If the trivia questions caught your eye and your curiosity, check out the answers below. They may surprise you.

Answer #1: Singapore, Ireland, and the USA
Answer #2: His HP programmable calculator.
Answer #3: True but, only in England.
Answer #4: Black, white, purple, and green
Answer #5: Los Altos, California
Answer #6: 1983

This months journal was compiled from articles in the "Quick Connect", Apple Computer, Inc.'s user group newsletter. This is one of the benefits of being "connected" with Apple Computer, Inc. through the "Apple User Group Connection".

THE MAN BEHIND THE "BRAINS"

Bill Mensch, designer of the microprocessor used in Apple II personal computers, never forgot a snippet of advice he got from a Bell Laboratories engineer in 1965. The engineer, a friend of a friend, suggested that the then technican Mensch "get into computers."

In September, Mensch got into Apple Computer's new Apple IIgs. His 16-bit microprocessor chip, the 65C816 is the brain behind a personal computer with high processing speed, high resolution graphics and advanced sound capabilities. The 65C816 is a decendant of Mensch's 6502 family of microprocessors, the heart of the Apple][,][+, //e and //c computers. Since the Apple IIgs was announced, the 65C816 chip has been hailed as a close rival of the 68000 chip, Motorola's prime line of microprocessors. In addition to Apple, the 65C816 has captured the fancy of GTE, Ricoh, Hyundai and VTI companies now licensed to manufacture Mensh's design.

After eight years in his own business, Mensch has become what only can be described as a famous unknown. His chip designs are in products made by Northern Telecom, Mitel, Honeywell, Pioneer, Commodore, Plessy and NCR. They help run a heart-defribilation system, calculators, Apple and Commodore personal computers, the Atari Pong game and super minicomputers. But to the users of such products, Mensch is virtually an unknown. Except for a company logo, his artistic endeavors are unsigned. Only technicians with microscopes can admire his precise and intricate patterns on silicon. Even Mensch's company, Western Design Center, does not attract attention. Located in a converted 4,300 sq. ft. orick home in Mesa - theres still a swimming pool filled with clean water and a kitchen for employee cooking the only indication of a business is a small unpretentious sign in the front yard.

Chip designers, it seems, get little respect. Stories about the Apple IIgs in trade publications don't mention Menssch, and manufacturers of his chip rarely drop his name. It took Apple five years to develop the IIgs because, Mensch says, "even though I'd worked with them before, they didn't believe the 816 was possible". In August 1974, Mensch became design manager at MOS Technology where he developed the 6502 chip using a process he had designed. The chip helped Commodore beat Texas Instruments in the low-cost computer market. Mensch, 41, worked from November 1981 to March 1984 on hte 65C816, often taking his codes and sketches home with him.

In two to three years Mensch hopes to introduce a 32-bit microprocessor with added features in math and graphics, an improvement on the 65C816. "Like a painter you always find a flaw", he says, "Its what keeps you going."

ROYALTY DISKS an idea for User Groups
by Richard and Lavona Rann

The Royalty Disk program was developed by T A U to expand variety and quality of disks available to members as well as support authors who need to get some return on their programming efforts. Over the past months the program has proven to be very effective in satisfying the original concerns. A subsidiary benefit has been that many people are now providing larger, more complex programs than are normally available in public domain disk libraries.

HOW THE PROGRAM WORKS:
1. The developer provides 1 master diskette gratis. The user group librarian copies and distributes copies of the diskette, collects theroyalty amount plus the normal public domain disk library fee (including any applicable shipping charges).
   Royalty amount + Library fee = Sales price.
2. If there are more than a couple pages of paper documentation are required, the developer provides the user group multiple copies and includes the cost in the Developer Royalty Amount. If the documentation is extremely large, or copies are not provided, the user group gets the right to add enough to the royalty amount to cover the expenses of distribution of documentation.
3. On a quarterly basis, the user group remits the agreed upon Developer Royalty Amount (times the number of copies sold) to the each developer WITH a list of names and addresses of those who purchased copies of their disks.

The program provides several advantages to the Developer. First, he has the freedom to set his return without regard to the time, effort, cost of copying and distributing his softwar the software receives regular exposure in disk library lists, mention in newsletters, and reviews.

Third, it frees the developer to devote more of his energies to writing software while the user group provides support in production and record keeping.

For the user group and the user group member there is a greater variety of larger, more complex programs available. This tends to raise the quality of the disk library offerings for Royalty AND public domain. At the same time the user group tends to keep the price down because it is accepting the responsibility for a number of the more expensive functions of software distribution.

In The case of TAU -- the Third Apple Users -- the Royalty Program had proven to be very successful. Not only are the users happy with the types of programs, but the authors not only get a return but they see the advantage of allowing the user group to assist them.

TO

FIRST CLASS

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